

BETTER BODIES

CONSUMERS' GUIDE

MAY 1, 1941



WOOL LABELS



JOHNNY SHOPS



COTTON HOUSE



FOOD QUIZ

CONSUMERS' GUIDE

MAY 1, 1941

VOLUME VII, No. 15

A Publication of the
Department of Agriculture
Washington, D. C.

Issued monthly from June through
September; Semi-monthly from
October through May

Prepared by
Consumers' Counsel Division

D. E. MONTGOMERY, CONSUMERS' COUNSEL
MARY TAYLOR, EDITOR

The Consumers' Guide is printed with the approval of the Bureau of the Budget as required by Rule 42 of the Joint Committee on Printing. Official free distribution, 150,000 copies per issue. Additional copies may be obtained from the Superintendent of Documents, Government Printing Office, Washington, D. C., 5 cents a copy, or by subscription 50 cents a year, domestic; 80 cents a year, foreign. Postage stamps will not be accepted in payment.

DID YOU GUESS RIGHT?

Here are the correct answers to the CONSUMER FOOD QUIZ published in the last issue of CONSUMERS' GUIDE. Check your answers against these, then give yourself any score you think you earned

1. Pasteurized milk is safer than raw for a small child—or for a grown-up, for that matter.
2. These 3 foods are especially recommended for their vitamin C: Oranges, tomatoes, leafy vegetables.
3. C is the vitamin most easily destroyed in cooking, canning, and storing.
4. The best argument against adding soda to cooking vegetables is that it reduces the vitamins.
5. The best way to prepare frosted or frozen vegetables is to drop them immediately into boiling water.
6. Of the foods listed, those which are the best sources for vitamin D are: egg yolk, fish liver oils, oily fish.
7. Green and yellow colors in vegetables are an indication of the presence of vitamin A.
8. Nutritional night blindness is caused by lack of vitamin A.
9. Nicotinic acid is a vitamin found in certain foods.
10. Of the foods listed, these 2 are good sources for calcium: milk, green vegetables.
11. 17 ounces of evaporated milk will give approximately the same food value as a quart of whole milk.

12. Eggs are usually lowest in price in April.

13. To preserve vitamins when cooking vegetables it is best to cook them in the smallest amount of water possible.

14. "Raw eggs are more digestible than cooked eggs." *False.*

"Skim milk is fattening." *False.*

"Black coffee is more stimulating than coffee with cream and sugar." *False.*

"A brown shelled egg has more food value than a white shelled egg." *False.*

"Pasteurized milk has no bacteria in it." *False.*

"Applying raw meat to a swollen eye is the best way to reduce swelling." *False.*

"Rich foods are indigestible." *False.*

"It is dangerous to drink water with your meals." *False.*

"For heavy physical work, you must have lots of meat." *False.*

"White bread is more easily digested than whole wheat bread." *False.*

"Lean meat in a shoulder of lamb has as much food value as lean meat in lamb chops." *True.*

"Refined sugar has fewer food values than sorghum syrup." *True.*

"Milk is the 'one perfect food'." *False.*

"You can be sure you are getting tender beef if you buy the kind that is stamped with a round purple stamp." *False.*

"It is always unsafe to keep food in open tin cans." *False.*

"Do children need more food in comparison with their size than adults?" *True.*

"All bacteria in milk are harmful." *False.*

15. Of the foods listed, these are food sources for vitamin B: Whole grain cereals, peanuts, pork, green peas, and lima beans.

16. Homogenization is a process for preventing the cream from separating.

17. When the Government buys plain vanilla ice cream, a gallon of it must weigh at least 4½ pounds.

18. If all the food eaten in this country were divided equally, each of us would eat 1,800 pounds.

19. 27 families out of every 100 in our country have a diet which experts call nutritionally good.

20. We would need 50 percent more milk than we now consume.

21. Of the 3 kinds of flour listed, 1 pound of whole wheat flour is richest in vitamins.

22. Tuberculosis, scarlet fever, and diphtheria can be transmitted through unsanitary milk.

23. One pound of dry skim milk is the equivalent in food value of 4¾ quarts of fresh skim milk.

24. Grades, from top to lowest quality are: 1. Prime. 2. Choice. 3. Good. 4. Commercial. 5. Utility.

25. The best way to roast meat is to cook it slowly in a moderate oven.

26. By law, butter sold from State to State must contain 80 percent milk fat.

27. Rendered pork fat should normally sell for less than lard.

28. Acidophilus is a kind of buttermilk.

29. The Federal Security Administrator has the power to define minimum standards of identity and of quality for foods.

30. Vegetable margarines can be fortified with vitamins so they are every bit as nutritious as the average butter.

31. Lactose comes from milk.

Sucrose comes from cane and beets.

Maltose comes from cereals.

Dextrose comes from corn.

Mannose comes from berries.

32. Butter ordinarily costs consumers least in June.

33. Nonacid vegetables should be processed in a pressure cooker.

34. The Department of Agriculture must put its sanitary stamp on meat sold from one State to another.

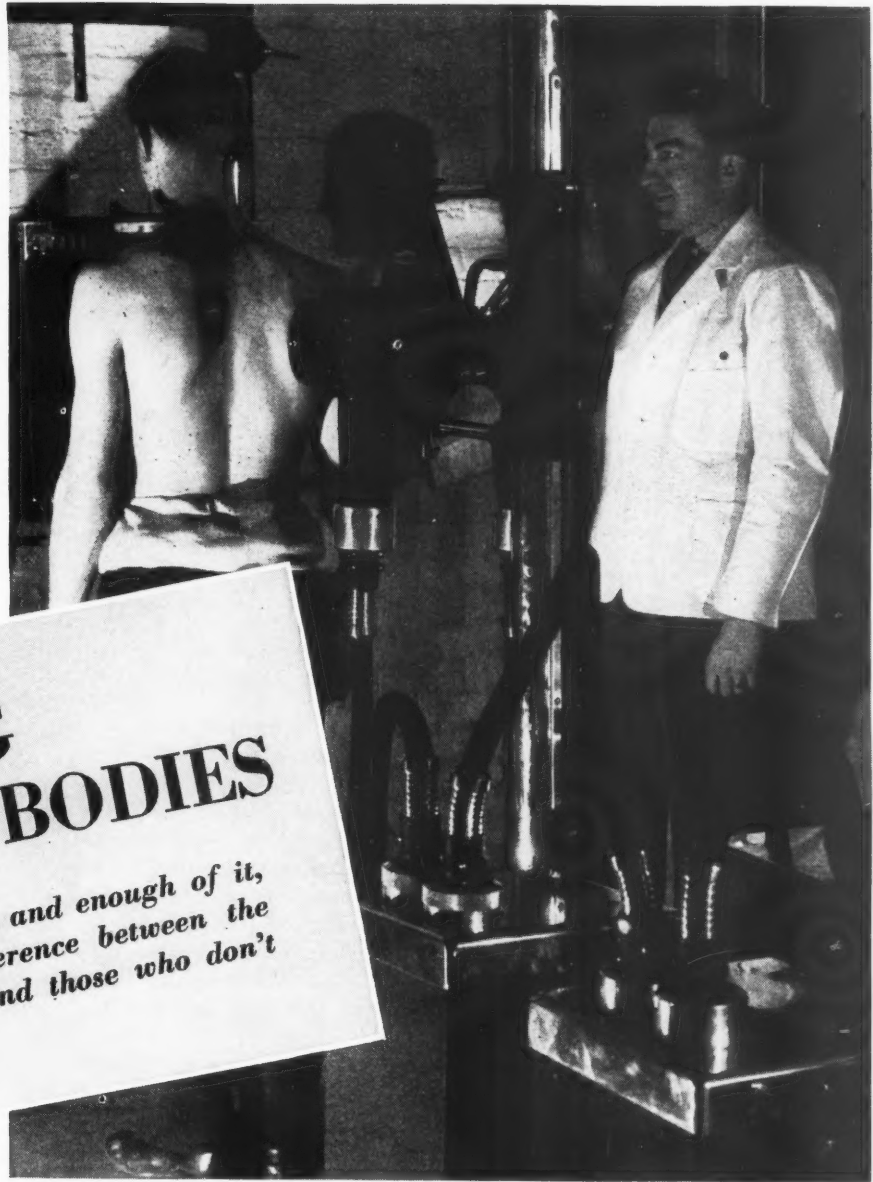
35. These 3 vitamins have the same values in International Units as in U. S. Pharmacopoeia Units: A, B₁, D.

DEFENSE PREPARATIONS don't ordinarily have repercussions in your shower bath, but here's one that does. The Army and Navy, beset by mildew on tent cloths, tarpaulins and sandbags asked for help from the Bureau of Home Economics recently and got it. A BHE researcher discovered that laundering a cloth the size of an ordinary shower curtain, with good laundry soap in enough soapy water to cover the fabric along with 5 ounces of cadmium chloride made it mildew proof. Five ounces of cadmium chloride cost about 40 or 50 cents at a drug store or chemical supply house.

You may not need this treatment for your shower curtain if you hang the curtain out in the sun for a couple of hours after it has become wet, or if you're careful to see that it dries quickly once it becomes wet, or if you make sure that it never hangs in wet folds. If mildew bothers you, however, the defense secret is your answer.

THANKS FOR PHOTOGRAPHS in this issue go to these agencies: National Youth Administration, top cover and pp. 3, 4; U. S. Bureau of Animal Industry, bottom left cover; U. S. Extension Service, pp. 5, 6; U. S. Bureau of Home Economics, p. 7; U. S. D. A. Information Service, pp. 12, 13, 14, and cotton house on cover.

ONE-B DIETS show up eventually in Selective Service statistics. Out of a million men examined by Selective Service and Army physicians, 380,000 were found unfit. One-third of these rejections, says the U. S. Surgeon General, trace back to nutritional deficiencies.



BUILDING BETTER BODIES

Food, the right kind and enough of it, can make the difference between the boys who get by and those who don't

THE DOC straightened up, unhooking his stethoscope.

"All right, boy," he said, "You can put your clothes on. You're 1 B."

The One B was outraged. "Say, Doc," he protested, "I can sling a 100-pound sack of sugar over my shoulder and walk a mile with it. I can pick up the front end of an automobile. I ain't no Paul Bunyan, but I can outswing anybody you can name with an axe."

"I know," the Doc said kindly, "You're mean and tough, and you're hard as nails, but you're 1 B just the same."

"Go on. Get dressed," the Doc continued, "I want to talk to you."

The One B sat down on a wooden stool almost belligerently and began to pull his socks on.

"Now," the Doc said, sitting on the edge of his desk, "what do you do for a living?"

The One B helped his father work 4 acres of tobacco on shares. The Doc wanted to know if that meant his father was a tenant farmer. Yes, that was what he was. The One B was the second oldest child in his family. He had a brother who had gone off to work in the mills a couple of years ago, and there were 2 sisters and 2 brothers below him.

The Doc, not so much for his own information but to impress the One B with a point he wanted to make, asked what he and his family ate.

Mostly the old "3ms."

The Doc wasn't quite sure what the 3ms were. He hadn't lived around there long. Fact of the matter was, the Doc had just come

down in the last year from up around Chicago. That explained it.

Well, the 3ms are meat, meal, and molasses.

The meat was fat-back, wasn't it?

The Doc was surprised that the One B was as tough and healthy as he was. People couldn't be healthy on a diet like that.

The One B stopped shoving his shirt inside his trousers. Except for some greens in the summer, and maybe things like tomatoes they grew in their garden, that was all anyone in his family ever ate. That was all they could afford to eat.

The One B stopped speaking suddenly as if he realized he had inadvertently made a damaging confession.

Of course, the Doctor said, that was all they could afford to eat. But to be healthy,



THE NYA rehabilitation camp is intended not only for rejected selectees, but also for boys who are going to find jobs in industry. Good food plus good training make skilled efficient craftsmen ready for employment in essential industries.

people need balanced diets that include butter and eggs and meat and milk and cheese and green vegetables, and yellow vegetables, and leafy vegetables and oranges and tomatoes.

"Sure, Doc," the One B said, "and maybe it ought to be served up with a butler the way they do it in the movies."

The Doc had to laugh. "Anyway," he said "if you could get all those foods for 6 months, you could become 1 A."

The One B looked at the Doc skeptically.

"I'll tell you," the Doc added thoughtfully, "there's something in the wind. Suppose you drop by and see me, say, next Tuesday."

With a breezy, "I'll be seeing you," the One B was on his way.

WHAT THE WIND WAS BLOWING UP WAS something with a name so formidable it would have stunned the One B. It was a project, entitled "Rehabilitation of Selected NYA Employees from the National Youth Administration for North Carolina, hereafter designated as Group I; and Selected Rejectees from the Selective Service, hereafter designated as Group II."

Call it a Nutrition Health Center.

Just outside of Durham, N. C., in a former CCC camp set in a pine woods, the NYA has installed dormitories, showers, a medical and dental clinic, a gymnasium, machine, carpenter, and radio shops, a photographic laboratory, and, of course, a kitchen.

A staff of trained workers, including a resident physician, several dentists, a dieti-

cian, instructors in vocational training, and a recreational director, is about to be established in the center.

The idea is that One B will go to this camp and eat a balanced diet for 6 months or thereabouts, sleep soundly at night, learn some specialized trade, work hard, play hard under supervision, and get whatever medical and dental attention he needs.

At the end of the 6 months, people who know about these things say he will be a filled-out, clear-eyed, alert One A.

ONE B IS UNDER NO COMPULSION TO attend the camp. If he volunteers and is accepted, he will get \$30 a month, from which will be deducted \$20 a month for his room and board. The remaining \$10 a month he keeps as pocket money.

The Nutrition Health Center down in Durham has room for about 200 young men. It is intended that 100 of the campers be selected from among young men who fail their physical examinations after their numbers have been called under the Selective Service System. The other 100 campers will be made up of volunteers from among undernourished boys and young men who now work or study on NYA projects in North Carolina.

In general, only boys and young men who are below par physically now, but who can be brought up to par by a healthful diet and good physical care, will be admitted to the camp.

To supervise the project, an advisory committee made up of representatives from three

North Carolina Medical Schools and the North Carolina State Board of Health has been appointed.

IT'S A DAY'S DRIVE, MOSTLY OVER U. S. Highway No. 1 from Durham to Washington, D. C. Along the way you pass a series of highway markers which give you an idea about 2 campaigns: Grant's, culminating at the Courthouse in Appomattox, which ended the War between the States; and Washington's, which culminated outside the gates of Yorktown, to end the Revolutionary War.

Driving along, watching the lines of brown Army trucks pass occasionally, waving at the drivers of the jeep wagons you'll encounter, and catching your history on the fly from the highway markers, you're apt to have thoughts.

But whatever thoughts you do have will certainly take a turn when you reach Washington, and talk to, say, the Surgeon General of the United States. Somberly, he will tell you that out of a million young men given physical examinations under the Selective Service System, "a total of 380,000 have been found unfit for general military service under present standards. Perhaps one-third of the rejections were due directly or indirectly to nutritional deficiencies. In terms of men the Army today has been deprived of 150,000 who should have been able to do duty as soldiers. This is 15 percent of the total number physically examined by the Selective Service System."

[Continued on page 14]

YOUNG MEN who are to have their chance to pull their weight or more in making America strong need the kind of food—and enough of it—that makes for quick-seeing eyes, good stamina, endurance, and mental alertness.



MOST, but not all, the wool that keeps Americans warm comes from sheep that roam America's plains. Ordinarily all the wool that goes into rugs, which is a coarser variety, comes from abroad.



New Labels

For Woolen Goods

A new Act gives consumers the chance to learn what fibers are used in making some of their clothes and household goods

TESTS on woolen fabrics that begin with little boys in short pants are going on now under direction of the Bureau of Home Economics. The short pants are the fabric being tested. The little boys provide the wear and tear. The purpose of the tests is to get at facts about the quality of different kinds of wool fabrics which neither growers, processors, retailers, nor consumers now know.

These small trouser-testers wear the pants for a measured period of time, in the classroom, out-of-doors when they play and hike and climb trees in the backyard. Sooner or later the pants will be spotted, worn, and frayed. That's when they are ready for microscope, test tube, and laboratory analysis in the Bureau. There they are ripped apart, examined for tensile strength, thread count, colorfastness, shrinkage, and other qualities. When the experts are finished, the complete

character analysis of each kind of fabric is recorded.

Some of the pants the little boys wear are woven of wool alone, some of a wool and rayon combination. Some are made of new wool, some of reprocessed wool, some a combination of reprocessed wool and new wool. Even these combinations vary. One pair may be 40 percent new wool and 60 percent reprocessed wool, another 40 percent reprocessed and 60 percent new wool. All of the wool used is taken from the same shipment.

This experiment, still in its early stages, won't be completed for months to come. When results are known, they should provide consumers with some measure of value when they buy, and furnish the growers, processors, and sellers of woolen goods a kind of yardstick for measuring consumer preferences.

Today consumers have no such quality standards to guide them when they buy

woolen blankets, bathing suits, clothing, or just a plain ball of wool for a little front-porch knitting. After July 14, they will find new labels on woolen goods (except rugs and upholstery fabrics), but until consumers learn the meaning of these new labels and until they have some standards for comparing the use value of different quality fabrics, the business of buying and getting your money's worth will still be an uncertain one.

THESE NEW LABELS COME INTO EXISTENCE because of a law passed by Congress. The official name of this law is the "Wool Products Labeling Act of 1939." Its stated purpose is "to protect producers, manufacturers, distributors, and consumers from the unrevealed presence of substitutes and mixtures in spun, woven, knitted, felted, or otherwise manufactured wool products, and for other purposes."

Signed by the President last October 14, the effective date of the Act was 9 months later, July 14, 1941.

Here is what the law says must henceforth be on all labels of wool products:

- (a) the amount of new wool in the fabric,
- (b) the amount of reprocessed wool,
- (c) the amount of reused wool,
- (d) the amount of each non-woolen fiber in more than 5 percent of the fabric,
- (e) the total percentage of all other fibers; i. e., those present in less than 5 percent each,
- (f) the percentage of weighting, filling, or other adulterating matter,
- (g) the name of the manufacturer and/or the distributor or seller.

All of this information must be in language neither complicated nor technical, and it must be in type big enough for the consumer to read without putting his nose next to the label.

SOME OF THESE TERMS GET DEFINITIONS in the new law. For instance, "*wool*" means *new wool* or *virgin wool* which has not been used or worn before being offered for sale to consumers. It is wool sheared off the back of sheep, cleansed and treated, spun into yarn, and finally, made into the product which you buy. It must never have been spun, woven or felted into a previous finished product. Noils are included in this classification.

Second, *reprocessed wool*: This is wool that has been woven once, then unwoven, then re-woven again without ever having been worn or used. To all intents and purposes it is new wool, and though it may have lost some of its original resiliency and strength through having been woven twice, it may still be more serviceable than a poor quality new wool, but inferior to a comparable grade of new wool.

Third, *reused wool*: Means just what it says, wool that has been used. It comes from discarded fabrics that are unwoven, the wool cleansed, treated, dyed before it is used again. It is also called *shoddy*. Again, this term does not necessarily indicate the wearing quality of the product. Definitely inferior to comparable grades of "wool" or "reprocessed wool."

Fourth, *other fibers*: Rayon, cotton, silk, etc., which may be used to reinforce wool, may be part of the wool fiber, may be interwoven with wool for purposes of lowering cost, or for making a certain type of fabric or design.

The Act exempts rugs, carpets, mats and upholstery. Linings, paddings, trimmings,

and facings which ordinarily are not labeled, and which are not claimed or expected to be wool, are exempt. Products found by the Federal Trade Commission to have only a small amount of fabric do not come under the Act. Wool fabrics which are intended only for export do not have to be labeled.

There are other provisions. For instance, all imported fabrics, unless made 20 years before their arrival here, must conform with the law. The Federal Trade Commission is given power to administer and enforce the law. The label must be present from the time the wool fabric leaves the manufacturer until the finished article is in the hands of the consumer. Violators of the Act are liable to a \$5,000 fine (maximum), or not more than a year in jail, or both.

For 40 years, wool growers and some of the manufacturers of woolen goods have been pressing for a law that would give such information to consumers. They have a natural interest in extending and protecting the market for virgin American wool. In 1901, the first wool labeling act was introduced into Congress. That bill, like many that succeeded it, was dropped in the hopper, to die there for lack of Congressional support. Over the years other similar bills succeeded in getting a good start to the point where hearings were held, but it was a 40-year pull before an act was finally put on the statute books.

Before the present law was passed, wool growers, manufacturers, retailers, and con-

sumers had a chance to present their arguments for or against its provisions before committees of both the House of Representatives and the Senate. Some of those who offered testimony were representatives of organized groups and associations, others spoke simply as individuals. Many, unable to be present, sent letters to the committee listing their arguments pro and con.

Looking at this testimony, you get a rough cross-section of how the pros and cons for this type of labeling line up. Here, for example, is what a few of the witnesses before the Senate and House hearings had to say:

A WOOL GROWER: "Nowhere in this bill is there any statement, or even any implication, that the use of the term 'virgin wool' will connote superiority of the manufactured product. It merely means that the consumer who wants new wool will be able to identify the product in which it is used. It means also that the market of the wool grower and the market of the manufacturer who uses virgin wool, will not be subject to unfair and destructive competition through the manufacture and sale as wool of products made of lower-cost raw materials, however excellent these lower-cost raw materials may be."

A WOOL MANUFACTURER: "It is interesting to note that while a great many manufacturers even today, because of consumer demand, advertise their materials as containing virgin

IT TAKES a practiced eye and a knowledge of wool fibers to sort out the good from the poor in the grading room. Once graded, the wool is dropped into bins, tagged, and sent off to the mill. When the wool reaches consumers, there is no quality grade marked on the product.



wool, reclaimed wool, which is used in quantities exceeding 100,000,000 pounds a year, is never mentioned to the consuming public. There can be no doubt in anyone's mind that this palming off of an inferior fabric to the innocent public through silence, definitely constitutes a fraud . . . In the wool-textile industry, 70,000,000 pounds of rayon, 80,000,000 pounds of cotton, and considerably more than 100,000,000 pounds of reclaimed wool are used annually . . . Now when you compare the 200,000,000 pounds of cleaned, virgin wool with the aggregate of the substitutes which are used, you will see that more than half of the fibers used in the woolen textile manufacturing industry is not virgin wool . . . There is at present no way to protect the consuming public from the fraud practiced upon them."

RETAIL ASSOCIATION: "Absolutely in favor of the labeling of the fiber content of all products . . . Uncertain with respect to the desirability of that differentiation (between virgin wool and reclaimed wool) . . . Have the feeling that the consumers will be exploited to as great, if not greater extent, if that differentiation is made mandatory, because of the large quantity of low-grade virgin wool products which will be put on the market under the sanctity of the label, 'virgin wool.'"

WOOL MANUFACTURERS ASSOCIATION: "The distinction between virgin wool, mill by-products, and re-processed wool can serve no purpose in the public interest. It will tend to actually mislead the public and will result in misrepresentation as to the actual virgin wool content . . . The remedy for misrepresentation of fiber content, of which the public does rightfully complain, is to be found in a bill . . . which provides for a statement of the actual fiber content, a statement the truth or falsity of which can be checked by test, and a statement which does not give any false quality connotation, but which does protect the public against claims of a wool content greater than the actual facts warrant."

A LABOR LEADER: "We believe that honest fabrics, honestly manufactured and sold to the public with an honest statement of what goes into them, will mean more work and better-paid work for the employees."

A FARM WOMAN: "We women who buy woolen goods are not opposed to buying shoddy, are not opposed to buying material and garments in which virgin wool and other wools are taken out and cotton or rayon, or



IN THIS air-conditioned laboratory, research workers are able to determine how warm a wool blanket will keep you. Standards of quality for wool products may some day result from such experiments as these by the Bureau of Home Economics.

whatever else it is, is incorporated in it. There is a use for shoddy, there is a use for mixtures, but we want to know what we buy and we want to pay according to the quality we buy, and we do not want to be fooled."

A CONSUMER: "Of course, we want to make clear our own position, that we are simply asking for honesty in the whole matter, and we know that women will be intelligent in the purchase of garments properly labeled. Might I illustrate the situation by saying: If I were buying a winter coat, I would demand virgin wool, but in the case of a spring coat, I would not object to a proportion of reclaimed wool, because price would be the determining factor . . . In other words, I think that women would use discretion . . ."

BOILED DOWN, ARGUMENTS FAVORING THIS type of labeling are these:

(1) Consumers become better buyers with informative labels; (2) informative labels erase all suspicion of false or misleading sales talk; (3) honest retailers are protected against unscrupulous competitors; (4) putting fabric facts on the label is one step toward helping consumers to match quality against price.

Opponents to this type of labeling make these points: (1) no way has yet been worked out to determine the difference between reprocessed wool, shoddy, and virgin

wool present in a fabric; (2) there are all qualities of virgin wool, reprocessed wool, and shoddy. The mere statement of the type of wool does not aid consumers in judging comparative value; (3) type of wool in a fabric is only one of several factors that go to make up quality.

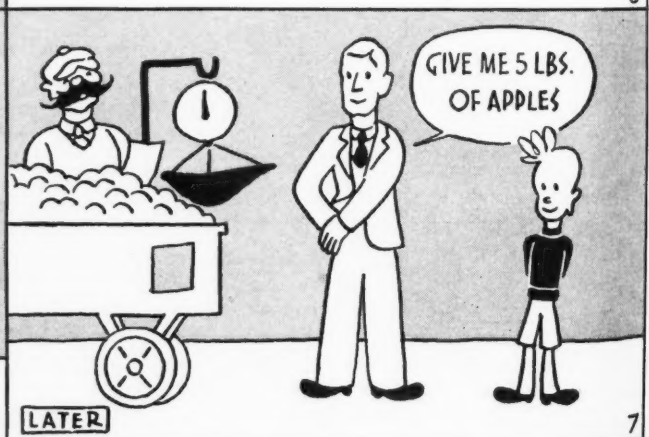
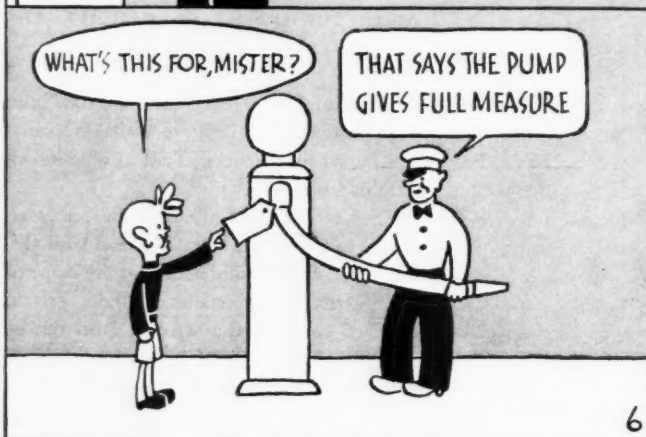
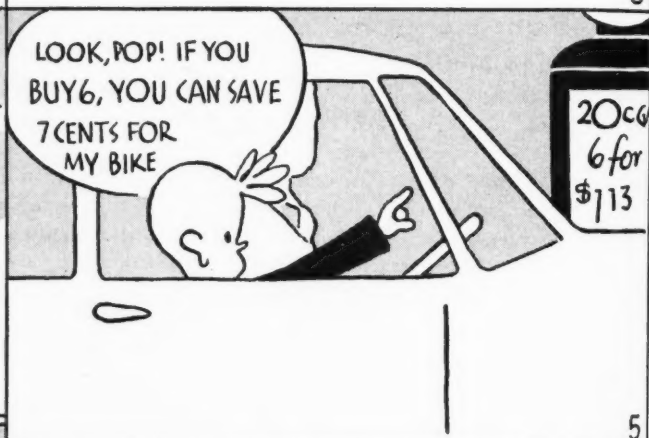
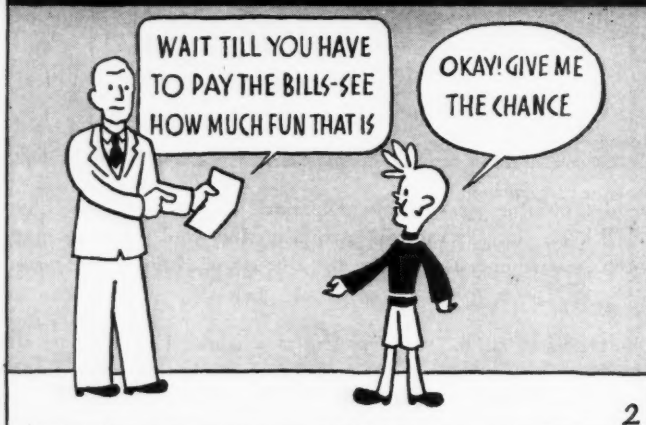
Answering the first objection, the Chief of the Bureau of Animal Industry, in a letter to the committee conducting the hearing, said: "1. The presence of reclaimed wool fiber of any grade in a wool product can be determined scientifically. 2. The relative contents of virgin wool and reclaimed wool fibers in a fabric containing only these two kinds of fibers can, according to recent investigation, be determined within 10 percent of the actual content of these fibers."

AFTER THE SIGNING OF THE ACT, THE Federal Trade Commission held hearings on rules to be promulgated under which it would enforce the Act. Those rules have now been issued. Copies of them are available to anyone by writing Federal Trade Commission, Washington, D. C.

They require that all labels be firmly attached to the fabric, be easy to read, and give the name of the manufacturer or the name of the distributor or retailer. Under certain specified conditions, a separate label can be used for listing the manufacturer's or retailer's name. Trade names, or trade-marks

[Concluded on page 15]

The Adventures of Johnny Consumer



YOU DON'T HAVE A SIGN
THAT SAYS YOUR SCALES
ARE OKAY!

I DON'T
HAVE TO

IF THE GAS MAN HAS TO SHOW
HIS PUMP'S OKAY—DON'T YOU
THINK THE FRUIT MAN SHOULD?

SOUNDS LIKE
SENSE TO ME

AND IF THERE ISN'T A TAG
ON THE SCALES, HOW DO
YOU KNOW YOU GOT
5 LBS OF APPLES?

GUESS YOU WIN
AGAIN, JOHNNY

3 CANS TOMATO JUICE
FOR 25c—THAT'S A BUY

WAIT A MINUTE,
HERE'S A BIG ONE
FOR 25c

AT THE
GROCER'S

WHAT'S THE DIFFER-
ENCE, JOHNNY?

YOUR CAN SAYS 10 OZ
THIS SAYS ONE QUART

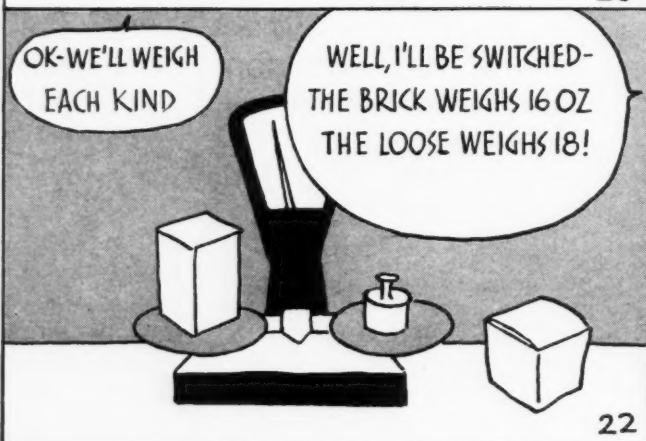
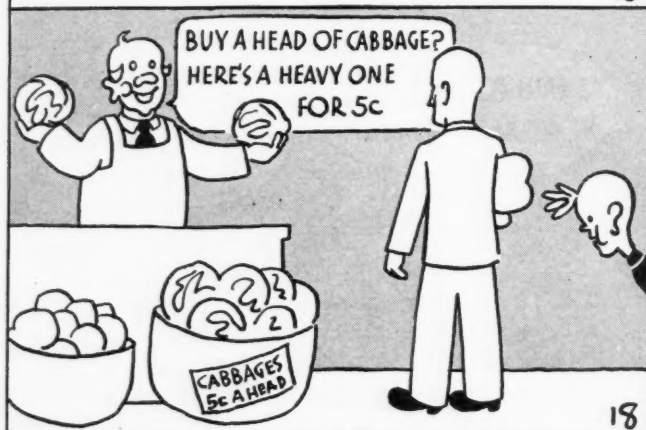
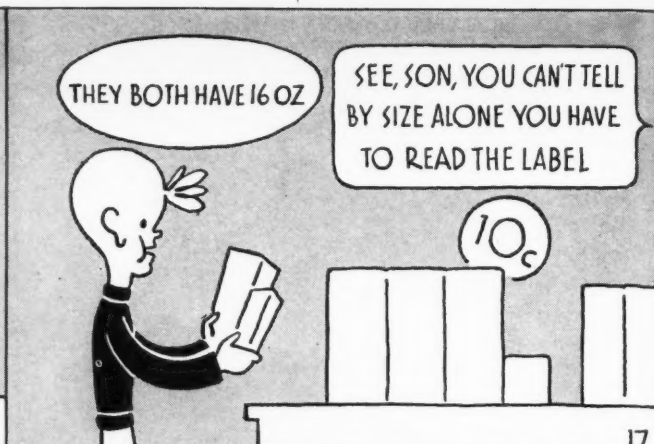
BUT HOW MANY OUNCES
ARE IN A QUART?

YOU SHOULD
KNOW THAT,
JOHNNY. THERE
ARE 32

SO THAT MAKES THE BIG CAN
CHEAPER.

FAST WORK
JOHNNY!

LET'S GET THE MACARONI MOTHER WANTS



POP, WHO PUTS TAGS ON SCALES
TO SHOW THEY ARE OKAY?

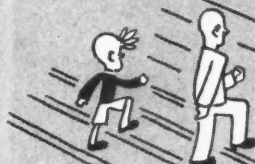
THE WEIGHTS &
MEASURES MAN
AT THE CITY HALL



24

LET'S GO SEE HIM

WHY DO YOU WANT
TO SEE HIM?



25

MR. WRIGHT, THERE'S A MAN WHO
SELLS FRUIT ON 2ND STREET & HE
DOESN'T HAVE A SIGN SAYING HIS
SCALES ARE OKAY

THANKS, JOHNNY,
WE'LL LOOK INTO IT



26

EVERY TIME YOU REPORT A CASE
LIKE THAT, YOU HELP HONEST MERCHANTS

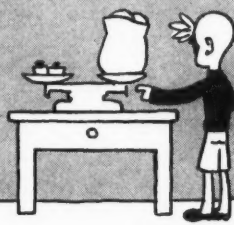
HELPS POP,
TOO



27

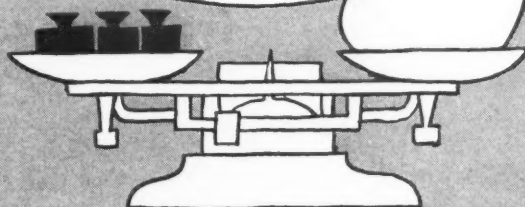
WHAT ARE YOU DOING,
JOHNNY?

JUST CHECKING ON
THOSE APPLES



28

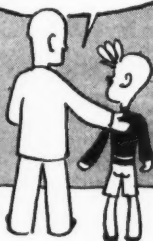
THERE YOU ARE, YOU PAID
FOR 5 LBS - BUT THERE'S ONLY
4 LBS, 12 OUNCES



29

PRETTY SMART SHOPPER
YOU HAVE HERE, MOTHER

I'M PROUD
OF HIM, TOO

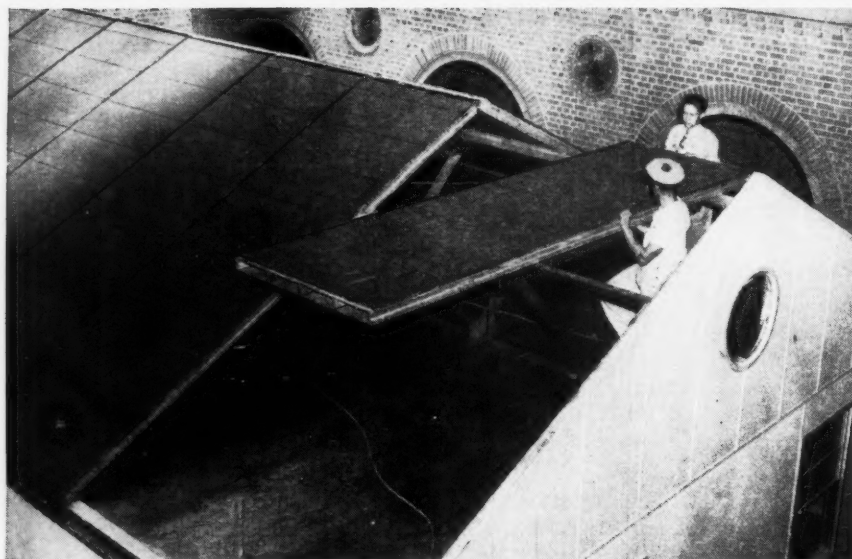


30

LOT OF GOOD IT DOES, IF YOU ONLY
GET "C" IN ARITHMETIC!



31



Did You Ever See A Cotton House?

*Scientific wizards now show how cotton,
used in house construction, can help to
bail out some of America's surplus cotton*



THE SECRETARY OF AGRICULTURE was there, posing with a pretty girl who for the moment was a cotton queen.

The Assistant Secretary of Agriculture was also there with a blowtorch in his hand. (Later he applied the blowtorch to a strip of cotton batting held against the chest of a volunteer to show that the cotton batting wouldn't burn.)

Photographers were there trying to get shots of the proceedings.

They had come to see the "cotton house," a rectangular, conventional building, with pitched roof, a front stoop, a back door, and a half dozen windows. This modest house was set up in the patio of the Administration building of the Department of Agriculture in Washington.

IN ITS OUTSIDE APPEARANCE, THERE WAS nothing unique about this little 4½ room house. True, it had a pleasant living room, a dinette, 2 bedrooms, kitchen, bath, and a utility alcove—more space and better used space than millions of consumers find in their own homes. But the design and layout of the house were not intended to be record-shattering.

Some of its features were distinctive. Unlike the walls of most houses, these walls were made to do the job of supporting the roof and ceilings. Ceilings, roof, and walls were made in panels. Completely prefabricated, the house can be put up in 64 man-hours, 8 men working 1 day. What's more, it is thoroughly demountable; that is, it can be erected and lived in for a couple of years, then taken apart, shipped somewhere else, re-erected, and lived in again. Already the Navy Department has ordered some 300 of them for families to live in at a Naval Base in the State of Washington.

CHIEF CLAIMS TO DISTINCTION WERE NOT these features, but the single fact that it was a "cotton house"; that is, in its construction some 700 pounds of cotton were used. The cotton house marks one success in the Department of Agriculture's explorations for new uses for cotton. That is its significance.

Into its insulation went 500 pounds of cotton. On to its plywood walls went another 200 pounds of cotton, and, if the time hadn't been so short, its roof could have

Above: PREFABRICATED and demountable, the cotton house was erected in 64 man-hours and ready to walk into.

Below: SEVEN HUNDRED pounds of cotton went into this cotton house: 500 pounds into its insulation, 200 pounds into its cotton covered plywood walls.

absorbed more cotton in the form of cotton-reinforced cement shingles. If these 700 pounds could be multiplied by thousands of houses, you might get the cotton market equivalent of many of the thousands of bales of cotton which for the time being, at least, farmers have little hope of selling.

War has given American cotton growers a pack of troubles. It used to be that they could count on selling about half of the cotton they grow each year abroad. Even recently, as many as 25 countries in Europe purchased at least some of their supplies from us. Now, 22 of these 25 countries are in German hands or are blockaded. These blockaded countries ordinarily would take 30 to 40 percent of all of the cotton we sell abroad. Not only are they lost markets, but other markets still open are able to buy much less. Compared with the 6 million bales that went abroad in 1939-40, American cotton exports in the year ending this August will amount to only a little over one million bales.

COTTON PRODUCTION THIS YEAR WILL HIT around 12½ million bales. In the miracle year of 1939-40, we found use in this country for only 9 million bales. With heavy supplies of unused cotton carried over from earlier years, and with the loss of markets abroad, there's a job ahead to see that the abundance of cotton supplies don't crush our cotton growers.

Assume that nothing whatever were done about the cotton surplus. Cotton prices would nose a foot into the earth. Most of the 10 million people living on the South's 2 million cotton farms would go broke, their banks would fold, foreclosures of farms would be a dime a dozen, an entire section of the United States would be disrupted, with no one knows what kind of ensuing chaos in the rest of the country.

Now, forget that assumption, because this country and no other country, for that matter, could let such a disaster strike its people.

You have an AAA, a Commodity Credit program, 2 cotton Stamp Plan programs, a cotton mattress program, and something else called a diversion program to prevent any such disaster.

THESE PROGRAMS GO AT THE COTTON problem from two directions. The first direction leads down the road to the cotton farmer, to help him reduce production without dislocations and without bankrupting hundreds of communities that are dependent upon cotton for a livelihood. The second direction leads toward the discovery of a cotton market



THE NAVY Department ordered 300 of these 2-bedroom, living room, dinette, and kitchen cotton houses to be constructed for Navy employees on the West Coast.

within this country as large as the market lost outside the United States.

Through the Cotton Stamp Plans, a market has been found in the empty wardrobes and the bare closets of low-income American families. For details of these programs, see *CONSUMERS' GUIDE* for April 1, 1940 and January 15, 1941. The cotton mattress program is another common sense use of cotton surpluses. As the result of its operations this year, low-income farm families will use up between 300 and 400 thousand bales of cotton making themselves comfortable cotton mattresses to sleep on.

Diversion programs go beyond finding new users for familiar cotton products. They enlist the aid of scientists with a pioneering turn of mind to discover new uses as well as new users.

THAT IS WHERE THE COTTON HOUSE comes in.

In the walls and ceilings of the cotton house there are 500 pounds of cotton insulation. Thickness for thickness, this cotton insulation is as efficient insulating material as rock wool, mineral wool, glass wool, or any other commonly used insulating material. One inch of cotton insulation is the insulating equal of 52 inches of sand and gravel concrete, or 52 inches of stucco, or 52 inches of stone.

No more expensive to buy than other insulating materials, cotton has the advantage of being cheaper to install. A contractor on a housing project in the District of Columbia

reported that the installation cost for cotton insulation was only 40 percent of the cost for the usual materials.

Besides being cheaper to install, cotton insulation is easier and less troublesome to install. It's far lighter in weight than any other commonly used insulating material with the possible exception of glass wool, and it doesn't scratch up the hands of the men who have to work with it.

It has another talking point as an insulating material, because it does not sweat.

Cotton used for insulation is treated to make it flameproof. At the exhibit of the cotton house in the Department of Agriculture, the Assistant Secretary of Agriculture applied a blowtorch to a strip of cotton insulation and the 1800-degree temperature only charred it. In the factories where the cotton insulation is made, it is tested with red-hot rivets (heated to 1,700 degrees) before it is shipped.

The tests bring up something else. All cotton insulation sold today comes up to Federal specifications and is inspected and passed by Department of Agriculture inspectors.

THIS UNUSUAL ACTIVITY IS A RESULT OF the diversion program. For each pound of cotton insulation manufactured in the United States, the manufacturer receives a payment from the Department of Agriculture of 6 cents. To earn this 6-cent payment, however, the insulation must come up to the scrupulously enforced Federal standard.

Cotton insulation is expected to absorb 15,000 bales of cotton this year. Department of Agriculture experts, however, are looking forward to the time when cotton insulation is used about 10 percent of the time building insulation is called for. When that time comes, building insulation will absorb 500,000 bales of cotton a year.

Federal housing projects for low-income families alone are expected this year to siphon out of surplus supplies considerable quantities in the form of cotton fabricated building materials.

Another diversion program, similar to the program for cotton insulation, is now trail-blazing cotton for use as cotton bagging, that is, as the outer covering for cotton bales. Formerly this bagging was made of jute, an imported fiber. This year 22,000 bales of cotton will bale up America's cotton.

A third diversion program is promoting the use of cotton in high-grade writing paper, the kind of writing paper that's known as rag. Use of cotton makes possible the manufacture of an excellent grade of paper at less cost and with less trouble than is now the case with rag paper. About 6,500 bales of cotton are going into writing paper under the program this year.

BESIDES COTTON INSULATION, THE COTTON house had another cotton ingredient, cotton plywood, and it would have been roofed with cotton shingles if there had not been pressure to get the house up in a hurry.

MOST important cotton ingredient in the cotton house is the cotton insulation, developed as part of the Department of Agriculture's cotton diversion program, the program that is seeking new, efficient uses for the cotton surplus.



Cotton plywood is a plywood made of strips of Douglas fir pressed together to which cotton fabric is hotpressed by the use of a recently-developed synthetic resin. The cotton fabric gives the plywood a desirable texture, prevents checking, or cracking, and gives a dry surface which can be painted just as soon as it is put up.

Cotton-reinforced cement shingles are light in weight, durable, and very economical.

A point to stress about all of these new uses for cotton is that they are not inferior substitutes for superior products, like coffee made out of ground-up acorns. Each of these new uses for cotton is economical and desirable for reasons engineers would approve.

THERE, IN OUTLINE, WITH THE TOPOGRAPHY left blank, is the map of a new world discovered by American science and now being explored cooperatively by an American agency of government, American industries, American consumers, and American farmers. And just as the discovery and development of America lifted the level of life and hope in the old world, so this new cotton continent may be expected to relieve the anxieties and renew the prospects of the people who live in America's hard-pressed cotton country.

For specific details on cotton building materials, GUIDE readers may write the Marketing Division, Surplus Marketing Administration, United States Department of Agriculture, Washington, D. C.

HERE the Assistant Secretary of Agriculture demonstrates that the cotton insulation will not burn even when a blowtorch is applied to it. Cotton insulation material, to be sold, is tested with an orange-hot bar before it is marketed.



Building Better Bodies

[Continued from page 4]

Talk unofficially to people around Washington and you will hear, though official studies aren't complete yet, that in the counties where the land is poorest, the Selective Service rejections were greatest.

IT HASN'T ALWAYS BEEN ACCEPTED THAT badly fed people are sick people, people who are apt to lack a lust for life that is shocking when you think what a rich and fertile country this land is. Young men who have had 20 or more years of undernourishing meals show it when their numbers are called under the Selective Service System.

Recognizing this, Government agencies are now driving home the slogan that Food is Strength, that the way to make America strong is to make Americans stronger.

That's the point of the Food Stamp Plan, school lunches, Five Cent Milk, and Penny Milk in the schools, and the food consultation centers you will soon hear about, and the nutrition education programs that are getting under way.

Naturally all of those programs are intended to prevent any repetition of the terrible knowledge the country awoke to in the last year—that many Americans haven't been fed well enough through their lives to be able to respond to their country's call in an emergency.

The Nutrition Health Camps, on the other hand, are something else. They are intended as Conservation Camps in the most important sense of the phrase. Young Americans who have suffered from the erosion of malnutrition are going to be conserved by a human conservation plan: by good food, good medical attention, and good care.

A skeptical person might interject here that really, nutrition is important, but you aren't actually saying that good food can change One B's into One A's in 6 months.

Yes, some of them can be.

THE PROOF IS FOUND IN A FRAGMENT OF English history. In 1936 English Army authorities became concerned over the increasing number of young men applying for enlistment in the Royal Army who were subnormal.

Experimentally, camps were set up for these rejected candidates for the Army. Young men between the ages of 17 and 22 who were undersized with respect to weight, height, and chest expansion, or who were borderline, were permitted to enter the Royal Army School of Physical Training.

There the young men were treated with

(1) good environment (2) sound sleep (3) hard work (4) healthy recreation (5) good food and (6) a program designed to induce contentment.

Of these, the report on the experiment emphasizes good food. Good, but plain food that was well-prepared was given to the boys some 6 times a day, though only 4 of the meals were called meals. One-fourth pint more than the regular army ration of milk was given the boys. In the winter they were given vitamin D. In general, a particular effort was made to see that the boys got an adequate amount of the proper kinds of food.

From September 1936 to May 1938, 900 young men went through the reconditioning camp, each man staying in the camp for an average of 9 weeks. When the young men emerged from the camp, 87 percent were so fit and hale, so cheery, and so developed generally, that they passed the minimum army requirements with health and strength to spare.

Food and good care made the difference between One A and One B.

New Labels

[Continued from page 7]

can not be substituted for this information.

If 2 or more pieces make up a garment (as a suit), labels must be attached to each piece. But if the garment is sold in pairs—gloves or hosiery, for example—the label has to appear on only one piece.

Products sold in sealed containers must have the label on the outside.

When "all" or "100%" is used on the label, they must mean exactly what they say, "100% reprocessed wool," or "all reused wool."

If there is less than 5 percent of any fiber in the fabric, the fiber name does not have to be listed on the label.

Special names for special kinds of wool can be used in place of "wool" on the label. So a coat can be "55 percent alpaca and 45 percent camel's hair," or "35 percent reused llama, 35 percent reprocessed vicuna, and 30 percent cotton."

Pile fabrics must tell you the proportion of wool and other fibers in the pile, and the proportion in the backing. That kind of a label might look like this: "Pile—60 percent reused wool, 40 percent wool; back—70 percent cotton, 30 percent rayon."

Those are the highlights of the rulings. There are other points, to cover special situations. Consumers who think a particular wool label doesn't give all the information required by law should report that fact to the Federal Trade Commission.

THIS COUNTRY produced about 85 percent of all the apparel wool it used from 1935 to 1939. The other 15 percent came mostly from the Union of South Africa, Australia, New Zealand, Argentina, and Uruguay.

Last year, 2 things happened. American demand for wool hit a new high point. And war restrictions cut off much of America's former major sources of imported high-grade wool. We turned to South America for our main supply of wool imports.

In 1940, imports of apparel wool from Argentina and Uruguay approximately tripled over those of 1939. More than half of all the wool we imported that year came from these 2 countries. We took about half of their wool exports last year; while from 1934 to 1938, we took only about one-fifth of their exports. With their European markets cut off, the South American countries have now turned to the United States as their best wool customer. Shipments from South Africa also shot up in the 12 months of 1940.

While wool supplies have been built up, increasing consumer demand and defense needs for wool have put a lever under wool prices. Some manufacturers have tried to avoid price boosts by decreasing wool content in wool fabrics, and that is where the Wool Labeling Act comes to the aid of consumers. On men's suits, for example, one trade paper says "Manufacturers of inexpensive woolen suits are reported to be buying large volumes of rayon waste to use in wool mixtures to offset higher wool prices. These mixtures have been used for several years, but some firms are using as high as 80 percent rayon waste in 1941 fall goods."

Another trade paper had this to say: "Many buyers are reported to be changing their sources of supplies and their standard of quality in order to maintain fixed retail brackets."

There is no law against this kind of gerrymandering with quality. But if consumers learn to look at fiber information on labels, as well as at price tags, when they buy, at least they will know when the fiber content has been changed.

FOUR HUNDRED MILLION LABELS ANNUALLY will be affected by the Act. Few of them will tell consumers all they want to know about wool products. Research like that being done in the Bureau of Home Economics laboratories may be the groundwork for establishment of quality standards for wool products. But today consumers want—and should have—information about warmth, durability, colorfastness, shrinkage, fiber quality, weave, and facts on how to care for the fabric. Those facts should be on the label along with the information required by law.

Consumers should keep one fact uppermost in their minds when reading the new labels: There are hundreds of grades of wool, and there are uses for all of them. Virgin wool does not necessarily mean best quality wool. Sometimes a high grade reprocessed wool may be more desirable than a low-grade virgin wool. Reprocessed wool originally equal in quality to a grade of virgin wool is not much lower in the quality scale than the new wool when reprocessed. And reused wool, used in combination with good quality new wool or reprocessed wool, can give satisfactory and durable wear.

The army, when it buys overcoats for its soldiers, specifies a fabric of 65 percent new wool and 35 percent reprocessed or reused

wool. On shirtings, it requires 80 percent new wool, and 20 percent cotton. Consumers have no such specifications as these. But if they read the new labels for fiber information, and not as quality guides, they can be sure of using them the way they are intended to be used.

"There are many grades and qualities of both new wool and reworked or reclaimed wool," says a bulletin of the Bureau of Home Economics, commenting on this point. "Some of them give good service; others may prove unsatisfactory . . . However, the fact that an article contains some reworked wool does not necessarily condemn it, nor does the fact that it is made entirely of virgin wool always mean that it will give long wear."

HOW SHOULD YOU go about studying or teaching consumer education? Your own way may be best, but if you want to know how others do it you can find out from "Materials For Consumer Education," a bibliography just published by Consumers' Counsel Division. Forty pages of references to teaching methods and materials give you leads. Copies cost 10 cents each, from the Superintendent of Documents, Washington, D. C. (Do not send stamps.)

IN THIS ISSUE

VOLUME VII, NUMBER 15



MAY 1, 1941

Did You Guess Right?	2
Building Better Bodies	3
New Labels for Woolen Goods	5
Adventures of Johnny Consumer II	8
Did You Ever See a Cotton House?	12

